

# OVERSEAS VISITORS TO ARIZONA SUMMARY - 2006\*\*

## Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Overseas Visitation	604,000	<b>ADVANCE TRIP PLANNING</b>		Grand Canyon NP	44.4%
<b>DEMOGRAPHICS</b>		Avg. Advance Trip Decision	101.7 days	Phoenix	39.9%
<b>Age</b>		Avg. Advance Air Reservations	66.6 days	Tucson	5.8%
Male Average	45.5 years	Use of Pre-Booked Lodging	67.2%	Glen Canyon NP	1.7%
Female Average	42.1 years	<b>USE OF PACKAGES</b>		<b>OTHER DESTINATIONS VISITED</b>	
<b>HOUSEHOLD INCOME</b>		YES	20.4%	# of States Visited	3.1
Average HH Income	\$92,300	Air/Lodging	13.3%	# of Destinations Visited	4.4
< \$40,000	25.5%	Guided Tour	13.0%	California	64.5%
\$40,000 - \$79,999	24.3%	Air/Lodging/Tour	8.7%	Los Angeles	41.0%
\$80,000 - \$119,999	19.4%	Air/Rental Car	6.3%	San Francisco	36.1%
\$120,000+	30.7%	Air/Lodging/Bus	6.1%	San Diego	11.3%
<b>PARTY COMPOSITION</b>		Air/Lodging/Bus/Tour	6.0%	Yosemite N.P.	7.0%
Avg. Travel Party (mean)	1.7	Air/Lodging/Rental Car	3.8%	Anaheim	4.6%
Spouse	32.7%	Advance Package Booking	94.5 days	Nevada	58.2%
Traveling Alone	32.5%	Prepaid Lodging within Package	11.5 nights	Las Vegas	57.2%
Family/Relatives	32.0%	<b>INFORMATION SOURCES</b>		Utah	18.0%
Friends	9.5%	Travel Agency	49.6%	Bryce Canyon N.P.	9.3%
Business Associates	7.0%	Personal Computer	43.9%	Monument Valley N.P.	4.1%
Group Tour	4.0%	Airlines Directly	18.8%	Zion N.P.	4.1%
Adults Only	91.8%	Friends/Relatives	17.7%	Salt Lake City	1.6%
Adults and Children	8.2%	Travel Guides	15.0%	New York	10.7%
<b>GENDER</b>		State/City Travel Office	6.9%	Texas	6.2%
Male	66.8%	In-Flight Information Systems	5.5%	Virginia	5.2%
Female	33.2%	Tour Company	6.4%	Florida	5.1%
<b>FREQUENT TRAVELERS</b>		Corporate Travel Dept.	3.1%	Illinois	4.7%
Repeat Visitor to the U.S.	75.4%	Other	4.9%	Colorado	4.2%
U.S. Trips last 12 Months	2.1	<b>ACCOMMODATIONS</b>		New Mexico	3.0%
U.S. Trips last 5 Years	6.6	Hotel/Motel	83.5%	<b>LEISURE ACTIVITIES</b>	
1 Trip	34.2%	Private Home	16.4%	Shopping	91.2%
2 - 5 Trips	35.4%	Other	5.0%	Dining in Restaurants	87.4%
6+ Trips	30.4%	<b>TRANSPORTATION IN U.S.</b>		Visit National Parks	66.2%
<b>ORIGIN MARKETS</b>		Rented Auto	54.0%	Sightseeing in Cities	57.1%
U.K.	16.4%	Airlines in U.S.	48.8%	Visit Historical Places	55.4%
Germany	15.1%	Taxi/Cab/Limousine	32.2%	Visit Small Towns	50.4%
Japan	10.5%	Company or Private Auto	26.9%	Touring Countryside	43.7%
Mexico	7.5%	City Subway/Tram/Bus	18.5%	Casinos/Gambling	41.2%
France	6.0%	Bus between cities	5.5%	Amusement/Theme Parks	37.9%
El Salvador	5.0%	Motor Home/Camper	1.3%	Cultural Heritage Sites	37.9%
Australia	4.4%	<b>LENGTH OF STAY</b>		Guided Tours	29.9%
Netherlands	4.3%	# of Nights in Arizona (mean)	4.5 nights	Visit Native Am. Comm.	28.8%
South Korea	3.8%	# of Nights in U.S. (mean)	20.9 nights	Art Gallery/Museum	25.2%
India	2.4%	<b>PURPOSE/ACTIVITIES</b>		Water Sports/Sunbathing	22.4%
<b>PORT OF ENTRY</b>		<b>MAIN PURPOSE OF TRIP</b>		Camping/Hiking	15.0%
Los Angeles	30.6%	Leisure & VFR	74.7%	Concert/Play/Musical	13.0%
San Francisco	12.8%	Leisure/Rec./Holidays	59.3%	Nightclubs/Dancing	12.1%
Chicago	6.9%	Visit Friends/Relatives	14.3%	Ethnic Heritage Sites	9.0%
Dallas/Ft. Worth	4.2%	Other	1.1%	Cruises	8.7%
New York	3.9%	Business and Convention	25.3%	Golfing/Tennis	8.2%
		Business/Professional	17.6%	Environ./Eco Excursions	6.8%
		Convention/Conference	4.1%	Attend Sports Event	4.9%
		Study/Teaching	3.6%	Ranch Vacations	3.7%
				Snow Skiing	3.7%
				Hunting/Fishing	0.5%

\*\* Does not include visitors from Canada or those arriving by land from Mexico.

Source: US Department of Commerce